



ADVERTISING/SPONSORSHIP CONTRACT

This is the Advertising and Sponsorship Contract for the SPE Hydraulic Fracturing Technology Conference (HFTC) in The Woodlands, Texas which will become a binding contract if the sponsor satisfies and agrees to the Advertising and Sponsorship and Policies as set forth in this Contract. The undersigned does hereby request to be an advertiser and/or sponsor for the Hydraulic Fracturing Technology Conference scheduled 24-26 January 2017. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the advertising and/or sponsorship.

CONTACT INFORMATION *

*Required: All information must be filled in completely before submitting.

Company: _____
Booth Number: _____
Contact Name: _____
Title: _____
Phone: _____
Cell: _____
Email: _____
URL Page Link: _____
Agency Contact Name: _____
Agency Phone: _____
Agency Email: _____

OPPORTUNITIES SELECTED

Sponsorship(s): _____

Advertising: _____

PAYMENT DUE

Payment accepted in US dollars (USD) only.

Refer to Payment Policy on Page 3

Sponsorship Total: 100% Balance USD _____
Print Advertising Total: 100% Balance USD _____
Web Advertising Total: 100% Balance USD _____
Total Due with Contract USD _____

BILLING INFORMATION FOR INVOICING *

*Required: All information must be filled in completely before submitting.

Company/Agency: _____
Contact Name: _____
Street Address: _____

City/State/Province: _____
Zip Code/Postal Code: _____
Country: _____
Phone: _____
Cell: _____
Email: _____

PAYMENT METHOD

Check Enclosed Check Number: _____

Please make checks payable to the Society of Petroleum Engineers.

Wire Transfer*
 Credit Card*
 P.O. Number: _____
 Invoice

*For details on paying by wire transfer or credit card, please contact
Denise Startz at dstartz@spe.org

SPE SALES REPRESENTATIVES

SOCIETY OF PETROLEUM ENGINEERS
SPE SALES DEPARTMENT
222 Palisades Creek Drive
Richardson, Texas, USA 75080
Phone: +1.972.952.9393 • Fax: +1.866.491.7171

US Contacts

Jennifer Palladina (A-FI) + 1.713.457.6827 or jpalladina@spe.org
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Kirk Colligan (P-Z) + 1.972.952.9516 or kcolligan@spe.org
Joan Payne + 1.972.952.9356 or jpayne@spe.org

I hereby submit this advertising/sponsorship contract for the 2017 Hydraulic Fracturing Technology Conference and agree to abide by the policies and procedures as outlined in this contract.

Authorized Representative Date: _____

SPE Representative Date: _____

SPE Internal Use Only

Additional Details:

Company: _____

SPONSORSHIP OPPORTUNITIES

INDIVIDUAL

EXCLUSIVE

- Tuesday Night Reception (includes ad) USD 17,500 USD 30,000
- Conference Sponsor (includes ad) USD 14,500
- Coffee Breaks USD 3,500 each USD 14,000
 - Tuesday p.m. Wednesday a.m. Wednesday p.m. Thursday a.m.
- Networking Luncheons**
 - Tuesday, 24 January USD 15,000
 - Wednesday, 25 January USD 15,000
- METAL SPONSORSHIPS**
- Titanium Sponsorship (includes ad) USD 7,500
- Platinum Sponsorship (includes ad) USD 5,000
- Gold Sponsorship USD 3,500
- Conference Bags — SPE will supply bags. Sponsor to supply logo for standard black/white imprinting. Additional fee for color. Call for details. USD 10,000
- Cell Phone Charging Station — Placement TBD on-site USD 5,000
- Hotel Key Cards**
 - 2-Color USD 4,000
 - 4-Color USD 6,000
- Legends of Hydraulic Fracturing Award Winner Photo Booth** USD 4,000
- Sky Bridge Window Clings** — Must face inside of Sky Bridge. See PLANTOUR. Option of 1 or 2 clings USD 1,500 ea
- Window Clings** — up to 6, 70"x40" clings. Second floor only. See PLANTOUR. USD 1,500 ea USD 4,000
- Conference Lanyards** — SPE approved design: dual clip and breakaway. USD 3,500
- Escalator Runner** — Includes (10) 8"x44" runners. See PLANTOUR..... USD 3,500
- Conference Pens & Notepads** — Sponsor will supply pens & notepads approved by SPE. USD 3,000
To be placed on tables in the back of the session rooms.
- Sticky Notes Room Drop** — Sticky notepads dropped in attendee rooms at venue hotel. SPE to produce USD 3,000
- Hanging Sign** — 4'x8' foam core sign hung in venue. See PLANTOUR See PlanTour for pricing
- Carpet Stickers** — Includes (10) 36" x 36" carpet stickers. USD 5,000
- Hotel Bar Napkins** — Sponsor to supply napkins to be used in hotel lobby bar. USD 3,000
- Rig Sponsorship (Outdoor)** USD 26,500
- Conference Wi-Fi** — Lobby and Session Rooms Call for details
- Other:**

ADVERTISING OPPORTUNITIES

PREMIUM

Conference Program

- Inside Front Cover (IFC—Cover 2) USD 650
- Inside Back Cover (IBC—Cover 3) USD 650
- Outside Back Cover (OBC—Cover 4) USD 650
- Full Page USD 550

Conference Web Banner — Please note page preference 1 thru 2. Pages subject to availability. Banner will be posted when received. Other pages available (call for details).

- Housing Page USD 900
- Registration Page USD 900

WEB BANNER AD SPECS

Dimensions: 468 pixels wide X 60 pixels high
 File Size: 30KB limit, regardless of file type
 File Types: Flash, GIF, or JPG. Animation is allowed but sound is not.
 The advertiser must embed the target URL in a Flash banner before sending it to SPE. Otherwise, the advertiser must specify the target URL when the file is submitted.
 Submit Banner Ads to: SPE.sendmyad.com

100% of Payment due with Contract

••• PLEASE RETURN BOTH PAGES 1 AND 2 TO SPE •••

SPE INITIALS: _____

CLIENT INITIALS: _____

ADVERTISING/ SPONSORSHIP POLICIES

With an array of unique promotional opportunities, SPE can help you design the perfect program to enhance your company's experience at HFTC 2016. This program includes a variety of sponsorship and advertising opportunities. For complete details, please review the included information or contact the SPE Sales Department.

SPE has instituted the following policies for advertising and sponsorship opportunities with the Hydraulic Fracturing Technology Conference. Once signed, the Advertiser/Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

SPE EDITORIAL AND ADVERTISING POLICY

The Society of Petroleum Engineers encourages open and objective discussion of technical and professional subjects pertinent to the interests of the society in its publications. Society publications shall contain no judgmental remarks or opinions on the technical competence, personal character, or motivations of any individual, company, or group. Any material which, in the publisher's opinion, does not meet the standards for objectivity, pertinence, and professional tone will be returned to the contributor with a request for revision before publication.

SPE accepts advertising (print and electronic) for goods and services that, in the publisher's judgment, address the technical or professional interests of its readers. SPE reserves the right to refuse to publish any advertising it considers to be unacceptable. Advertising that can be construed as discriminating or advocating discrimination on the basis of race, gender, religion, disability, sexual orientation, or national origin will not be accepted. As a global organization, SPE will also reject advertising that, in the publisher's opinion, might be culturally offensive to SPE members.

ADVERTISING GUIDELINES

- **All copy must be submitted and approved by SPE prior to implementation.**
- SPE will contact each previous year's advertiser to advise the right of renewal and the deadline they must submit their advertising contract and deposit in order to renew their advertisement.
- Should the previous year's advertiser not meet the deadline or should they elect not to renew their advertisement, SPE will then consider this advertisement available to all SPE exhibitors.
- Advertising will not be accepted that is considered by SPE in any way to be inappropriate to SPE's image.
- Advertising will not be accepted if it includes politically controversial terms.
- Advertising is accepted by SPE with the understanding that the advertiser is ultimately responsible and liable for full payment to SPE of any outstanding charges for advertising space.
- In accepting advertising, SPE provides no guarantees that such advertising will result in revenues for the advertiser.
- The final decision on advertising format and terminology rests with SPE and is provided in the advertising specifications.
- **It is the responsibility of the advertiser to adhere to the advertising and logo specifications information.**
- All advertising must be submitted online at SPE.sendmyad.com by 12 December 2016.

SPONSORSHIP GUIDELINES

- **All copy must be submitted and approved by SPE prior to implementation.**
- All individual and exclusive sponsorships are subject to the right of renewal of the previous year's sponsor.
- SPE will contact each previous year's sponsor to advise the right of renewal and the deadline they must submit their sponsorship contract and deposit in order to renew their sponsorship.
- Should the previous year's sponsor not meet the deadline or should they elect not to renew their sponsorship, SPE will then consider this sponsorship available to all SPE exhibitors.
- **It is the responsibility of the sponsor to adhere to the sponsorship and logo specifications information.**
- All logos must be submitted to logos@spe.org by no later than 12 December 2016.

PAYMENT POLICY

- SPE requires that one hundred percent (100%) of payment for all sponsorships and advertising space (print and/or web) be submitted with the signed contract.
- No sponsorship will be acknowledged or promoted, either in print or on the SPE official website, until the signed contract and required payment has been submitted.
- Payment is accepted in US dollars only. SPE also accepts most credit cards, checks, money orders, and wire transfers.
- Should a sponsor or advertiser elect to cancel a confirmed sponsorship or advertisement, SPE is not entitled to refund the monies paid to SPE.
- Company representative signature binds the company to the payment and cancellation schedule. If the company cancels participation with money due, the outstanding funds will be due upon cancellation.

DEADLINES

- In order for sponsorship to be promoted in the conference preview, the contract, company logo, and payment must be received **prior to 6 September 2016.**
- In order for sponsorship to be promoted in the conference program, the contract, company logo, and payment must be received **prior to 12 December 2016.**
- All sponsor logo items must be delivered to SPE onsite at the Woodlands Waterway by 1200 on 23 January 2017.
- To secure advertising space in the conference program:
 - Advertising Contracts and payment must be received by **5 December 2016.**
 - Advertising Materials must be received by **12 December 2016.**
- If advertiser or sponsor does not meet the above published deadlines, SPE cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.

ADVERTISING/SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS RECEIVE:

- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition in the conference preview (provided sponsorship is confirmed before print deadline)
- Recognition in the conference program (provided sponsorship is confirmed before print deadline)
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition on the conference website, including a link to your company's website
- Recognition and website link on the sponsor page

TUESDAY NIGHT RECEPTION — \$ 17,500 INDIVIDUAL (2 AVAILABLE); \$ 30,000 EXCLUSIVE

- Exclusive sponsor will receive five (5) complimentary, full conference registrations for company employees
- Individual sponsor will receive two (2) complimentary, full conference registrations for company employees
- One full page four-color ad in the conference program (created by sponsoring company, SPE to place ad)
- Sponsor(s) may provide branded cocktail napkins to be used during reception

CONFERENCE SPONSORSHIP — \$ 14,500

- Exclusive sponsor will receive four (4) complimentary, full conference registrations for company employees
- One banner advertisement on conference website
- One full page four-color ad in the conference program (created by sponsoring company, SPE to place ad)
- Company name & logo on the cover of the conference preview (provided sponsorship is confirmed before print deadline)
- Company name and logo on the cover of the conference program (provided sponsorship is confirmed before print deadline)
- One web banner on the HFTC website placed by SPE based on availability

COFFEE BREAKS SPONSORSHIP (4 AVAILABLE) — \$ 3,500 INDIVIDUAL; \$ 14,000 EXCLUSIVE

- Sponsor may provide branded cocktail napkins to be used during sponsored break
- Tuesday P.M., Wednesday A.M., Wednesday P.M., and Thursday A.M. located on exhibit floor, Level 1

NETWORKING LUNCHEON (2 AVAILABLE) — \$ 15,000

- One full page ad in the conference program (created by sponsoring company, SPE to place ad)
- Multiple Sponsors receive two (2) complimentary full conference registrations
- Exclusive Sponsor receives three (3) complimentary full conference registrations
- Sponsor(s) may provide branded cocktail napkins for dessert & coffee stations during sponsored lunch

METAL SPONSORSHIPS: TITANIUM — \$ 7,500; PLATINUM — \$ 5,000; GOLD — \$ 3,500

- Titanium Sponsors will receive three (3) complimentary, full conference registrations for company employees and one full page four-color ad in the conference program (created by sponsoring company, SPE to place ad)
- Platinum Sponsors will receive two (2) complimentary, full conference registrations for company employees and one full page four-color ad in the conference program (created by sponsoring company, SPE to place ad)
- Gold Sponsors will receive one (1) complimentary, full conference registration for company employees

CONFERENCE BAGS — \$ 10,000

- Company logo printed on one side of the conference bag (one-color) and distributed by SPE at registration,
- Sponsor to supply logo for standard black/white imprinting. Additional fee for color. Call for details. SPE to provide proof to Sponsor for approval

CELL PHONE CHARGING STATION — \$ 5,000

- Recognition of your company while attendees charge their cell phones
- Two (2) advertising components: an LCD screen capable of slide shows and video with sound, and an exterior company branded vinyl wrap
- Commercial to be loaded onto video screen of each station, 3 minute maximum
- Must meet deadline of 12 December, or additional fees may apply

HOTEL KEY CARDS: 2-COLOR — \$ 4,000; 4-COLOR — \$ 6,000

- Prominent on-site 2-color/4-color branding displayed to each hotel guest
- Prominent on-site signage displayed at the conference in high-traffic areas
- Must meet deadline of 12 December, or additional fees may apply

LEGENDS OF HYDRAULIC FRACTURING AWARD WINNER PHOTO BOOTH — \$ 4,000

- Photo booth placed on exhibit floor during Tuesday Night Reception
- Company logo printed on each photograph and related signage

SKY BRIDGE WINDOW CLINGS (OPTION OF 1 OR 2 CLINGS) — \$ 1,500/CLING

- Exclusive Sky Bridge location placement on windows, facing inside
- Sponsor to provide artwork that meets Freeman artwork guidelines for (1) 57-1/2" wide x 45-1/4" tall single-sided, individual window cling. See PLANTOUR for details.
- Must meet deadline of 12 December, or additional fees may apply

WINDOW CLINGS — \$1500/CLING OR \$ 4,000 EXCLUSIVE

- Sponsor to provide artwork for that meets Freeman artwork guidelines for six (6) 70"x40" clings to be placed in prominent locations on Waterway Foyer hotel windows (approved by hotel) on Level 2. See PLANTOUR for details.
- Must meet deadline of 12 December, or additional fees may apply

CONFERENCE LANYARDS SPONSORSHIP — \$ 3,500

- Company logo and/or marketing message printed on lanyards (provided by sponsor) and distributed by SPE at registration
- Sponsor to provide sample for SPE approval (*dual-clip and breakaway*)
- The lanyard sponsor is responsible for providing the required quantity of sponsored lanyards.
- For a conference this size, SPE recommends 2,000

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ESCALATOR RUNNER — \$ 3,500

- Sponsor will provide artwork that meets Freeman artwork guidelines for ten (10) 8"x44" runners to be displayed on escalator. See PLANTOUR for details.
- Must meet deadline of 12 December, or additional fees may apply

CONFERENCE PENS & NOTEPADS — \$ 3,000

- Company logo printed on pens and notepads (provided by sponsor) distributed by SPE on tables in the back of conference session rooms.
- SPE recommends 1,000 for distribution

STICKY NOTES ROOM DROP — \$ 3,000

- SPE to produce
- Company logo and/or message printed on sticky notepads to be dropped in attendee rooms within venue hotel block
- If applicable, remaining notepads may be dropped at sponsor booth for distribution
- Must meet deadline of 12 December, or additional fees may apply

HANGING SIGN (6 AVAILABLE) — SEE PLAN TOUR FOR PRICING

- 4 x 8 foam core
- Sponsor to provide artwork that meets the Freeman artwork guidelines for (1) 4' high x 8' wide horizontal banner. See PLANTOUR for details.
- Must meet deadline of 12 December, or additional fees may apply

CARPET STICKERS — \$ 5,000

- Your company logo or message on (10) 36" x 36" carpet stickers strategically placed in the exhibit hall
- Call for placement. Your carpet stickers cannot be placed on the main aisle or near a competitor
- Must meet deadline of 12 December, or additional fees may apply

HOTEL BAR NAPKINS — \$ 3,000

- Sponsor to supply napkins to be used in hotel lobby bar.
- SPE recommends 4,000 for distribution

RIG SPONSORSHIP — \$26,500

All rigs must be approved by SPE Exhibits Management. Space allotted for rigs is 1,050 Net Sq. Ft. (15' x 70'). The Rig Sponsor agrees to provide Hydraulic Fracturing Equipment for display at the conference. No electrical or additional space is available in the outdoor area.

- Full-page 4-color ad in Conference Program (provided by Sponsor).
- Overnight security for outdoor area
- Eight (8) complimentary Full Conference Registrations

MANDATORY REQUIREMENTS

- Tractor trailer is required to stay intact for the duration of the show
- Driver(s) required to stay onsite for duration of show in case of emergency
- Small, portable tent setup allowed within outdoor space, but must be packed and secured overnight.

CONFERENCE WI-FI

- Wireless internet access in Lobby and Session Rooms
- A landing page will be provided on the log-in screen as the attendees access the Wi-Fi

PLENARY SPONSORSHIP — \$15,000

- Three (3) complimentary, full conference registrations for company
- Table provided inside of room for promotional materials
- 10 one-day guest registrations – exhibit floor only
- One full page, 4-color ad in the conference program (created by sponsoring company, SPE to place ad)